REMARKS

By the present Amendment, claims 35-36 are added. This leaves claims 15-36 pending in the application, with claim 15 being independent.

Final Rejection Premature

The finality of the rejection is premature and should be withdrawn since new grounds of rejection based on the newly cited patent documents in combinations with some of the previously cited documents are presented without being necessitated by the May 18, 2010 Response that did not amend the claims. Since the prior Response did not amend the claims, the new grounds of rejection were not necessitated by the prior response. Also, the previous Amendment (particularly as to the subject matter of previously allowed claim 3) only modified the claims to avoid the indefiniteness rejections. Withdrawal of the finality of the Office Action and entry and consideration of the Amendment is requested.

Rejections Under 35 U.S.C. §103

Claim 15 cover an adhesive closure part 1 comprising a flat carrier 3 having first and second opposite surfaces, adhesive closure elements 2 of electrically insulating plastic projecting from the first surface of the flat carrier and a circuit 5. The adhesive closure elements comprise hooks, mushroom-shaped members or loops. Circuit 5 is directly on the second surface of the flat carrier, and includes at least an electrical component or an electronic component.

By forming the adhesive closure part in this manner, the adhesive closure part is provided with increased functionality in a manner which is simple and compact to manufacture and use. This advantage is particularly provided by the circuit being directly on the flat carrier surface

opposite the closure elements. Such arrangement is not disclosed or rendered obvious by any of the cited patents.

Claims 15-20, 22, 26 and 29-34 stand rejected under 35 U.S.C. §103 as being unpatentable over the newly cited Statutory Invention Registration No. H1471 to Braun in view of the previously cited U.S. Patent No. 4,429,348 to Dean. The Braun registration is cited for disclosing a flat carrier 10 having a first surface 13, a second opposite surface 11 and a circuit directly on the second surface. The circuit allegedly includes an electrical and electronic component 22. The Dean patent is cited as disclosing closure elements of electrically insulating plastic projecting from a first surface of the flat carrier and comprising hooks, mushroom-shaped members or loops. In support of the rejection, it is alleged that it would be obvious to provide the Dean closure elements on the Braun flat carrier. The Braun patent is also cited for disclosing the integration of the electrical component of claim 17, the thick and thin film technology of claim 18, the lamination of claim 19, the electrical conductor strips 20 of claim 20, the semi-conductor component of claim 22 and the receiving coil 24 of claim 26. The materials of claim 28 are allegedly disclosed in Dean patent, col. 2, lines 60-65, to meet claim 29. The Braun patent also allegedly has the printed electrical conductors 20 directly on the flat carrier of claim 30, the connection to the electrical component of claim 31 with the lamination of claim 32, the electrical conductors 30 meeting the limitations allegedly of claim 33 and a flexible carrier of claim 34.

Claim 21 stands rejected under 35 U.S.C. §103 as being unpatentable over the Braun registration and Dean patent, when further considered in view of the newly cited U.S. Patent No. 6,080,110 to Thorgersen. The Thorgersen patent is cited for allegedly teaching that it would be obvious to provide sensors on the Braun carrier.

Claims 23-25 stand rejected under 35 U.S.C. §103 as being unpatentable over the Braun registration in view of the Dean patent, when further considered in view of previously cited U.S. Patent No. 6,173,899 to Rozin. The Rozin patent is cited for an integrated semi-conductor component comprising an electronic memory readable without contact and storable without contact. In support of the rejection, it is alleged that it would be obvious to provide the Rozin integrated semi-conductor component in the Braun device.

Claims 27 and 28 stand rejected under 35 U.S.C. §103 as being unpatentable over the Brain registration and the Dean patent, when further considered in view of the newly cited U.S. Patent No. 5,898,290 to Beard. The Beard patent is cited for teaching that it would be obvious to provide an energy storage device on the Braun carrier in view of the Beard teaching at col. 5, lines 20-30. The use of thick or thin film technology is viewed as a process limitation that is not given patentable weight.

The proposed combination of the Braun registration and the Dean patent appears to suffer the same deficiencies described in the previously filed Response relative to the Dean patent alone. Specifically, the only obvious combination of adding the Dean hook sheet 40 to the Braun circuit board 10 would be by a separate hook sheet which would not involve printed circuitry on the rear surface on the carrier from which the closure elements extend. Rather, the Dean hook sheet would be fixed to the Braun circuit board 10 by adhesive, tape or mechanical fasteners to the Braun face 13.

The pending claims, particularly claim 15, are patentably distinguishable over the Braun registration and the Dean patent since the Braun registration discloses a circuit board having a metal core and opposite faces with high thermal and electrical conductivity and does not disclose

any adhesive closure elements of electrically insulating plastic and since the Dean patent does not disclose a circuit directly on a second surface of the flat carrier where its opposite surface has adhesive closing elements. Specifically, the Dean patent discloses a circuit board 16 having printed circuitry on its rear surface 32 as illustrated in Fig. 2, which circuitry includes conductive paths 34, 36 and 38. A hook sheet 40, which is separated from the circuit board 16, is affixed by adhesive, tape or mechanical fasteners to the back face of circuit board 16 with the hook face of hook sheet 40 facing away from the circuit board 16 (column 2, lines 45-55). Thus, the Dean structure involves separate carriers for the circuit (i.e., circuit board 16) and for the adhesive closure elements (i.e., hook sheet 40) such that the circuit is not directly on the surface of the flat carrier opposite the adhesive closure elements as required in claim 15 and does not teach that configuration of the direct mounting of the circuit on a flat carrier surface opposite adhesive closure elements for the Braun circuit board. Even if the flat carrier of the Dean patent is interpreted to be a combination of circuit board 16 and hook sheet 40, the circuit provided by conductive paths 34, 36 and 38 on the rear surface 32 of circuit board 16 would not be on the opposite surface of the combination as would be required to meet the language of claim 15, but would be on an inside surface. Neither document nor any obvious combination thereof teaches a circuit directly on one surface of a flat carrier with closure elements on its opposite surface.

Accordingly, claim 15 is patentably distinguishable over the Braun registration and the Dean patent. None of the other cited patents cure these deficiencies.

Claims 16-36, being dependent upon claim 15, are also allowable for the above reasons. Moreover, these dependent claims recite additional features further distinguishing them over the cited patents.

Claim 16 is further distinguishable by another electric or electronic component located in or directly on the flat carrier. Since none of the electrical or electronic components of the Dean patent are in or directly on hook sheet 40, the Dean patent does not disclose or render obvious this feature for addition to the Braun circuit board.

Claim 17 is further distinguishable by another electrical or electronic component integrated into the flat carrier. No such component is in the Dean hook sheet as would be necessary to teach providing this feature on the Braun circuit board.

Claim 18 is further distinguishable by the electrical or electronic component comprising an application of thick and thin film technology. Such structural limitation on the flat carrier with closing elements is not disclosed in the Braun registration or the Dean patent, or any obvious combination thereof.

Claim 19 is further distinguishable by the lamination of the electrical or electronic component onto the flat carrier with closing elements. Nothing is laminated on Dean hook sheet 40 to teach adding this feature to the Braun circuit board.

Claim 20 is further distinguishable by the circuit comprising conductor strips that are on the flat carrier with closing elements. Since the Dean patent does not disclose conductor strips directly on hook sheet 40, it does not teach the claimed combinations.

Claim 21 is further distinguishable by the circuit comprising electrical or electronic sensors that are directly on the flat carrier with closing elements. Relative to this feature, the Thorgersen patent is cited. However, the combination with closing elements is not disclosed therein or rendered obvious thereby.

Claim 22 is further distinguishable by the circuit comprising an integrated semiconductor component that is directly on the flat carrier with closing elements. As noted above, such feature is not disclosed or rendered obvious by the Braun registration and the Dean patent.

Claim 23- 26 are further distinguishable by the data memory (claim 23), the data readable without contact (claim 24), the data storable without contact (claim 25) and the coil where the semiconductor component and coil are directly on the flat carrier with closing elements (claim 26). Such structure is not taught by the Braun registration and the Dean patent, for the reasons noted above.

Claims 27 and 28 are further distinguishable by the energy storage device (claim 27), which device is an application of thin or thick film technology (claim 28). Such devices are not disclosed or rendered obvious by the Beard patent since none are directly on a flat carrier with adhesive closure elements on its opposite side.

Claim 29 is further distinguishable by the particular plastic materials, within the overall claimed combination.

Claim 30 is further distinguishable by the printed conductors directly on the flat carrier connected to an electrical component. No such direct connection is disclosed or rendered obvious by the Braun registration and the Dean patent.

Claim 31 is further distinguishable by the circuit comprising printed electrical conductors directly on the flat carrier connected to an electrical component integrated in the flat carrier. Such structure is not provided by the Braun registration and the Dean patent.

Claim 32 is further distinguishable by the circuit comprising printed electrical conductors directly on the flat carrier connected to and extending from an electronic component laminated

directly on the flat carrier and connected to the printed conductors. No such printed conductors connected to a laminated electrical component as claimed are disclosed in or rendered obvious by the Braun registration and the Dean patent.

Claim 33 is further distinguishable by the electrical conductors directly on the flat carrier having adjacent ends abutting one another which are movable between abutting and separated positions. No such arrangement is disclosed or rendered obvious by the Braun registration and the Dean patent.

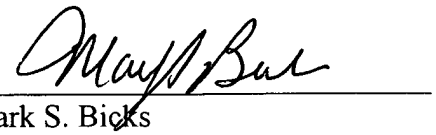
Claim 34 is further distinguishable by the flat carrier being flexible and insulating. Such flexibility and insulation are not shown to be inherent in the Braun circuit board and the Dean circuit board 16.

Claim 35 is further distinguishable by the flat carrier on which circuit is directly provided being unitary with the closure elements. Such is not disclosed or rendered obvious by the separate hook sheet of the Dean patent.

Claim 36 is further distinguishable by the flat carrier and the closure elements being of the same plastic that is not shown to be provided in the Braun registration and the Dean patent.

In view of the foregoing, claims 15-36 are allowable. Prompt and favorable action is solicited.

Respectfully submitted,



Mark S. Bicks
Reg. No. 28,770

Roylance, Abrams, Berdo & Goodman, LLP
1300 19th Street, NW, Suite 600
Washington, DC 20036
(202) 659-9076

Dated: July 19, 2010